

Piney Branch Pedestrian Safety Campaign: Engineering, Education, and Enforcement

Montgomery County DOT
Sharp & Company
Foursquare ITP
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Pedestrian Road Safety Audit

- Pedestrian Road Safety Audit (PRSA) performed October 2008
- Issues identified included:
 - Uncontrolled midblock crossings
 - Narrow sidewalks
 - Limited night time visibility



Education: Phase 1 (2009)

- Pedestrian Survey Research
- CASA Safety Promotion Teams



Engineering Improvements



Countdown Pedestrian Signal Upgrade at Carroll Ave (2011)



Sidewalk Improvement Projects:
Flower Ave. to Greenwood Ave. (2010)
Greenwood Ave. to Arliss St. (2011)



MDSHA Piney Branch Road & University Blvd Intersection Improvements (2009)



Lighting Improvements:
University Boulevard to PGC Line (2011)



Piney Branch Road HIB:
Pedestrian Refuge & Flashing Beacons
[UNDER DESIGN]
(Spring 2012)



Piney Branch Road Education & Outreach Initiative (2009-2011)

Following the education & outreach in 2009, the development of engineering improvements began, with several notable projects being completed in 2011.

Phase 2: EEE (2011)

- Second phase of Piney Branch campaign combined the 3 E's:
 - **Engineering:** Curb Markers
 - **Education:** Safety Promotion Teams & Community Outreach
 - **Enforcement:** Targeted Zero-Tolerance Campaign



Project Timeline - Planned

Piney Branch HIA Pedestrian Safety Education Implementation Schedule		10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov	21-Nov	28-Nov	5-Dec	12-Dec	19-Dec	26-Dec	2-Jan
Curb Markers	Installation instructions													
	Installation site survey													
	Installation by County staff or contractor													
	Installation oversight													
Performance Measurement	Data collection plan													
	Baseline data collection													
	Performance monitoring data collection													
Enforcement	Data compilation and analysis													
	Enforcement plan (days/times/locations)													
	Scheduling of enforcement details													
Safety Promotion Teams	Enforcement on street													
	Finalize training program / presentation													
	Deliver bags/fliers/pamphlets to CASA													
	Kick-off/planning meeting with CASA													
Community Outreach	Conduct training session													
	Safety promotion teams on street / oversight													
	Complete revisions to flier													
	Print fliers / posters													
	Deliver fliers to community locations													
	Coordinate poster placement in bus shelters													
	Coordinate with County community liaisons													

Project Timeline - Actual

Piney Branch HIA Pedestrian Safety Education Implementation Schedule		10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov	21-Nov	28-Nov	5-Dec	12-Dec	19-Dec	26-Dec	2-Jan	9-Jan	16-Jan	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb
	TASK																				
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Key:	
	Completed on schedule
	Schedule adjustment
	Not Yet Completed

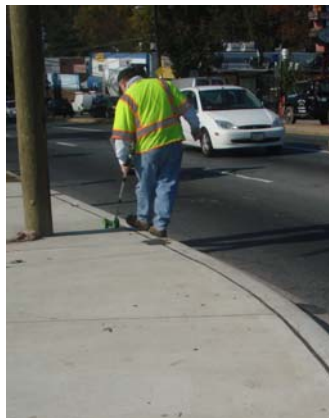
Engineering: Curb Markers

- Concept developed by education team
- Approved by SHA as “Experimental Traffic Control Device”
- Curb markers installed first week of November
- “Do Not Cross” and “No Cruce” installed every 20-30-feet
- “Cross Here” installed at crosswalks
- Installed by County Sign Crew
- StreetSmart Fall Media Event held November 14 at Piney Branch; focused on curb markers and Safety Promotion Teams
- Problem with markers being removed after 4 weeks; reinstalled markers have remained

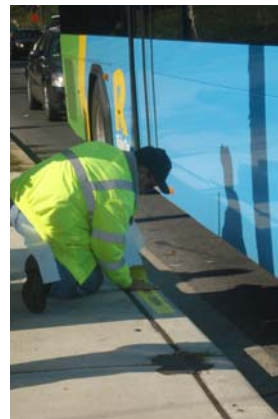
Installation of “Cross Here”



Installation of “Do Not Cross” and “No Cruce”



**Measuring 20 ft.
distance between
markers**



Installing curb marker

Curb Markers



Before



After

Curb Markers



Before



After

Education: Community Outreach



Education: Community Outreach (cont'd)

- Fliers designed to explain campaign to the community
 - Bilingual: English and Spanish
 - Distributed 1,100 fliers to area businesses and residences prior to start of campaign
- Posters designed for placement in bus shelters along the corridor
 - English and Spanish placed in 23 bus shelters
 - Partnered with Ride On staff for poster placement

Education: Safety Promotion Teams

- 8 days - weeks of Nov. 7 and 14
- Outreach by CASA de Maryland
- Training conducted prior to first “event” – key in promoters’ understanding the importance of their role and the message they were conveying to the public
- Spoke with pedestrians on the street about pedestrian safety; handed out bright green tote bags and “Safety Tips” brochures



Positive Feedback from Pedestrians

- Appreciative of promoters’ presence; encouraged them to continue and expand their efforts
- Many pedestrians unaware of their risky behavior and the proper way to cross the street
- Suggested campaign be expanded to other parts of the County, including Wheaton, Rockville, and Downtown Silver Spring
- Recommended that outreach target drivers as well, who often do not yield to pedestrians

Safety Promotion Teams: Lessons Learned

- Importance of combining education and enforcement efforts
- Focus campaign on young adults (frequent offenders; not as willing to listen to promoters)
- Work closely with area businesses and apartment complexes
- Work with Public Transportation agencies



Enforcement

- 2-week targeted “Zero-Tolerance” Pedestrian Safety Enforcement Campaign
- December 8 – 21; various times and locations along the corridor
- Police worked in teams of 4-8 officers; 3-hour details
- Saw more violations in the afternoon than morning (consistent with data collection)
- Follow-up campaign conducted - 4 days in January and February



Preliminary Results – Engineering / Education

- Safety Promotion Teams
 - Reached approximately 4,325 pedestrians
 - Distributed 2,200 bags and 3,750 brochures
- Performance Monitoring Data Collection
 - Baseline data collected 10/25 and 11/1
 - Post-education data collected 11/30 and 12/5
 - Post-enforcement data collected 2/15 and 2/22 (not available yet)
 - AM Peak (7am–9:30am) and PM Peak (2:30pm–6:30-pm) data collected
 - Data on midblock crossings and signal adherence

Preliminary Results – Engineering / Education (cont'd)

- Midblock Crossings
 - Piney Branch north of University: **24% reduction**
 - Piney Branch north of Garland: **9% reduction**
 - Piney Branch south of Garland: **56% reduction**
- Use of midblock crosswalk (south of Garland)
 - **50% increase** in use following campaign
- Signal adherence
 - **11-12% decrease** in pedestrians crossing during “Do Not Walk” phase
 - Crossings during “Walk” and flashing hand phase mixed results (i.e. some increases and some decreases)

Data Limitations

Limited sample size

- Data on midblock crossings and signal adherence collected for 1 day at each location before/after implementation
- AM peak and PM peak only (2.5 hour period AM; 4 hour period PM)
- Only one HIA evaluated

The big question:

Can this be replicated successfully in other locations?

Preliminary Results – Enforcement

- Overall effort
 - 295 warnings
 - 488 citations
 - 461 pedestrian
 - 27 vehicle
- Detailed data
 - Available for 237 warnings and 357 citations (pedestrian):
 - Warnings:
 - 110 (46%) for crossing outside of the crosswalk
 - 127 (54%) for crossing during “Do Not Walk” signal phase
 - Citations:
 - 215 (60%) for crossing outside of the crosswalk
 - 142 (40%) for crossing during “Do Not Walk” signal phase



Preliminary Results – Enforcement (cont'd)

- Lessons Learned:

- Good community support
- Witnessed citizens educating other citizens
- Need more translators (not just Spanish)
- Need quick response to signals out of order
- Would help to hand out safety tips brochure with ticket
- Want to issue more citations, less warnings
- Fewer violations per hour in follow-up events

